

## ORDER



**WKYC**

|        |                      |                     |
|--------|----------------------|---------------------|
| Orders | Order / Rev:         | 711388              |
|        | Alt Order #:         | 06304238            |
|        | Product Desc:        | DSCC-IE             |
|        | Estimate:            | 1703                |
|        | Flight Dates:        | 09/05/12 - 09/09/12 |
|        | Original Date / Rev: | 09/04/12 / 09/04/12 |
|        | Order Type:          | Political           |

|               |            |
|---------------|------------|
| Primary AE:   | Joe Knauer |
| Sales Office: | T-WAS      |
| Sales Region: | NAT        |

|               |                  |                                  |
|---------------|------------------|----------------------------------|
| <b>Agency</b> | <b>Name:</b>     | <b>Great American Media/ POL</b> |
|               | Buying Contact:  |                                  |
|               | Billing Contact: |                                  |
|               |                  | 1010 Wisconsin Ave. NW, Ste. 800 |
|               |                  | Washington, DC 20007             |

|                    |           |
|--------------------|-----------|
| Billing Type:      | Cash      |
| Billing Calendar:  | Broadcast |
| Billing Cycle:     | EOM/EOC   |
| Agency Commission: | 15%       |

|            |                |                                  |
|------------|----------------|----------------------------------|
| Advertiser | Name:          | Democratic Senate Campaign Comm. |
|            | Demographic:   | A35+                             |
|            | Product Codes: | IS-Issue/Non                     |
|            | Priority:      | P-5                              |
|            | Revenue Codes: | AGY, GEN, POL                    |

|                         |          |
|-------------------------|----------|
| New Business Thru:      |          |
| Order Separation:       | 00:15:00 |
| Advertiser External ID: |          |
| Agency External ID:     |          |

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/09/12 | 25      | \$46,650.00  | \$39,652.50 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 25        | \$46,650.00        | \$39,652.50        | 0.00        |
| <b>Totals</b>  | <b>25</b> | <b>\$46,650.00</b> | <b>\$39,652.50</b> | <b>0.00</b> |

## Account Executives

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Joe Knauer        |              |              | Start Of Order - End Of Order | 100%    |

### Order Share

| Order Share | Share | Total        |
|-------------|-------|--------------|
| WKYC        | 27%   | \$46,650.00  |
| Market      | 100%  | \$172,777.78 |

## Competitive Share

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| WBNX              | 1%    | \$1,727.78  |
| WEWS              | 23%   | \$39,738.89 |
| WJW               | 30%   | \$51,833.33 |
| WOIO              | 18%   | \$31,100.00 |
| WUAB              | 1%    | \$1,727.78  |

| Ln           | Ch    | Start             | End             | Inventory Code               | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount     |
|--------------|-------|-------------------|-----------------|------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|------------|
| E 1          | WKYC  | 09/05/12          | 09/07/12        | Tonight Show<br>Tonight Show | CM    | 1135p-1237a       | --WTF-- | :30         | 2     | \$1,500.00    | P-5 | 0.00 | NM   | 2     | \$3,000.00 |
| TONIGHT SHOW |       |                   |                 |                              |       |                   |         |             |       |               |     |      |      |       |            |
|              |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |            |
|              | Week: | 09/03/12          | 09/09/12        | --WTF--                      |       | 2                 |         | \$1,500.00  |       | 0.00          |     |      |      |       |            |
| E 2          | WKYC  | 09/05/12          | 09/07/12        | M-F 2-3p<br>Rachel Ray       | CM    | 2-3p              | --WTF-- | :30         | 2     | \$450.00      | P-5 | 0.00 | NM   | 2     | \$900.00   |
| RACHAEL RAY  |       |                   |                 |                              |       |                   |         |             |       |               |     |      |      |       |            |
|              |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |            |
|              | Week: | 09/03/12          | 09/09/12        | --WTF--                      |       | 2                 |         | \$450.00    |       | 0.00          |     |      |      |       |            |
| E 3          | WKYC  | 09/05/12          | 09/07/12        | M-F 3-4p<br>The Doctors      | CM    | 3p-4p             | --WTF-- | :30         | 2     | \$650.00      | P-5 | 0.00 | NM   | 2     | \$1,300.00 |
| DOCTORS      |       |                   |                 |                              |       |                   |         |             |       |               |     |      |      |       |            |

Order / Rev: 711388  
Alt Order #: 06304238  
Flight Dates: 09/05/12 - 09/09/12

Advertiser: Democratic Senate Campaign Comm.  
Product Desc: DSCC-IE  
Estimate: 1703

WKYC

| Ln                | Ch   | Start             | End             | Inventory Code                      | Break             | Start/End Time                      | Days       | Len | Spots       | Rate       | Pri           | Rtg  | Type   | Spots | Amount      |
|-------------------|------|-------------------|-----------------|-------------------------------------|-------------------|-------------------------------------|------------|-----|-------------|------------|---------------|------|--------|-------|-------------|
| E 3               | WKYC | 09/05/12          | 09/07/12        | M-F 3-4p<br>The Doctors             | CM                | 3p-4p                               | -- WTF - - | :30 | 2           | \$650.00   | P-5           | 0.00 | NM     | 2     | \$1,300.00  |
| DOCTORS           |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTF - -                          | 2                 |                                     |            |     | \$650.00    |            | 0.00          |      |        |       |             |
| E 4               | WKYC | 09/05/12          | 09/07/12        | Early Today<br>Early Today          | CM                | 4a-430a                             | -- WTF - - | :30 | 1           | \$100.00   | P-5           | 0.00 | NM     | 1     | \$100.00    |
| CH3 EARLY TODAY   |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTF - -                          | 1                 |                                     |            |     | \$100.00    |            | 0.00          |      |        |       |             |
| E 5               | WKYC | 09/05/12          | 09/07/12        | M-F 4-5p<br>Ellen Degeneres         | CM                | 4p-5p                               | -- WTF - - | :30 | 2           | \$800.00   | P-5           | 0.00 | NM     | 2     | \$1,600.00  |
| ELLEN             |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTF - -                          | 2                 |                                     |            |     | \$800.00    |            | 0.00          |      |        |       |             |
| E 6               | WKYC | 09/05/12          | 09/07/12        | M-F 5-6p<br>Dr. Phil                | CM                | 5p-6p                               | -- WTF - - | :30 | 2           | \$1,400.00 | P-5           | 0.00 | NM     | 2     | \$2,800.00  |
| DR. PHIL          |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTF - -                          | 2                 |                                     |            |     | \$1,400.00  |            | 0.00          |      |        |       |             |
| E 7               | WKYC | 09/05/12          | 09/07/12        | M-F 7-730p<br>Channel 3 News at 7P  | CM                | 7-730p                              | -- WTF - - | :30 | 2           | \$3,000.00 | P-5           | 0.00 | NM     | 2     | \$6,000.00  |
| CH3 NEWS @ 7P     |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTF - -                          | 2                 |                                     |            |     | \$3,000.00  |            | 0.00          |      |        |       |             |
| E 8               | WKYC | 09/05/12          | 09/07/12        | M-F 7-9a Today<br>Today Show        | CM                | 7a-9a                               | -- WTF - - | :30 | 4           | \$2,500.00 | P-5           | 0.00 | NM     | 4     | \$10,000.00 |
| TODAY SHOW        |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTF - -                          | 4                 |                                     |            |     | \$2,500.00  |            | 0.00          |      |        |       |             |
| E 9               | WKYC | 09/05/12          | 09/08/12        | LN (M-Su)<br>Late News (M-Su)       | CM                | 11P-1135P                           | -- WTFs-   | :30 | 2           | \$3,500.00 | P-5           | 0.00 | NM     | 2     | \$7,000.00  |
| CH3 NEWS @ 11P    |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTFs-                            | 2                 |                                     |            |     | \$3,500.00  |            | 0.00          |      |        |       |             |
| E 10              | WKYC | 09/08/12          | 09/09/12        | EN (Sa-Su)<br>Early News (Sa-Su)    | CM                | 6P-7P Sa/Su<br>(6:00 PM-6:30 PM)    | ----- SS   | :30 | 2           | \$3,000.00 | P-5           | 0.00 | NM     | 2     | \$6,000.00  |
| CH3 NEWS S/S @ 6P |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | ----- SS                            | 2                 |                                     |            |     | \$3,000.00  |            | 0.00          |      |        |       |             |
| E 11              | WKYC | 09/08/12          | 09/08/12        | Sat 1030a-11a<br>Sat 1030-11a       | CM                | Sat 1030-11a                        | ----- S-   | :30 | 1           | \$650.00   | P-5           | 0.00 | NM     | 1     | \$650.00    |
| BROWNS INSIDER    |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | ----- S-                            | 1                 |                                     |            |     | \$650.00    |            | 0.00          |      |        |       |             |
| E 12              | WKYC | 09/08/12          | 09/08/12        | Sat 7-730P<br>SA 7-730P             | CM                | 7-730p                              | ----- S-   | :30 | 1           | \$800.00   | P-5           | 0.00 | NM     | 1     | \$800.00    |
| CRIME STOPPERS    |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | ----- S-                            | 1                 |                                     |            |     | \$800.00    |            | 0.00          |      |        |       |             |
| E 13              | WKYC | 09/09/12          | 09/09/12        | Post NFL News<br>LN Sun Follows NFL | CM                | Various                             | ----- S    | :30 | 1           | \$3,500.00 | P-5           | 0.00 | NM     | 1     | \$3,500.00  |
| CH3 NEWS @ 11:35P |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | ----- S                             | 1                 |                                     |            |     | \$3,500.00  |            | 0.00          |      |        |       |             |
| E 14              | WKYC | 09/05/12          | 09/09/12        | EN (M-Su)<br>Early News (M-Su)      | CM                | M-F 6-730pm/SS<br>(6:00 PM-6:30 PM) | -- WTFSS   | :30 | 1           | \$3,000.00 | P-5           | 0.00 | NM     | 1     | \$3,000.00  |
| CH3 NEWS @ 6P     |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      |        |       |             |
|                   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     | <u>Spots/Week</u> |                                     |            |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:             |      | 09/03/12          | 09/09/12        | -- WTFSS                            | 1                 |                                     |            |     | \$3,000.00  |            | 0.00          |      |        |       |             |
|                   |      |                   |                 |                                     |                   |                                     |            |     |             |            |               |      | Totals | 25    | \$46,650.00 |